

Weekly Column for August 7, 2008

Last year we embarked on a rebranding campaign for the City of Troy with the help of the Troy Redevelopment Foundation.

One of the crucial steps in that campaign is a comprehensive website that can take over for what this municipal website could never be. The website will be a significant source of information for all things Troy. Whether its restaurants in Lansingburgh, housing in South Troy, or events in downtown, it will eventually be the must visit destination for Troy on the Internet.

While it will take several months for all of the information to be gathered and placed on the site, the groundwork is there. And I am happy to announce the site will go live sometime on Friday.

Be sure to visit [www.visittroyny.com](http://www.visittroyny.com) or [www.insidetroyny.com](http://www.insidetroyny.com) some time after today and take a look. If you are a business in the City of Troy, we are really looking for you to send us the information. To this point, there has not been a lot of outreach to businesses, so there are limited retail places listed. But we want to get to the point where everyone is there.

If you are a business, please sign up for the site right away. There will be free banner advertising for Troy businesses, and you appear under the categories that you designate your business to be. As the City grows, so will the website. For now, I am thrilled that we finally have a place where information can be gathered quickly about the City of Troy.

Please take a look around and tell us what you think. The website was originally intended to be up earlier this summer to help in the promotion of our summer events. While the delay was unfortunate, we are pleased to have it up and running for the two remainder events this summer- the Valley Cats Fan Festival and Chowderfest.

Don't forget about the Troy Day at the Races on Monday. I will be up there celebrating the day, and talking to as many people as I can about why they should be in Troy.

Have a great weekend!

Harry J Tutunjian  
Mayor of Troy